

What Is Claimed Is:

1 A method for developing and interpreting e-commerce metrics of an entity,
2 comprising the steps of:

- 3 (1) collecting pages that are commonly transmitted over a computer
4 network;
5 (2) collecting external data;
6 (3) receiving a list of predetermined, entity-specific criteria;
7 (4) receiving a list of rules, wherein a rule is composed of at least one
8 of said criteria;
9 (5) determining whether each of said pages satisfies each of said list
10 of rules therefore obtaining a subset of said pages;
11 (6) obtaining additional information on any of said subset; and
12 (7) generating a report wherein said report includes said list of
13 predetermined, entity-specific criteria;

14 whereby said report is utilized to aid an entity in doing business over said
15 computer network.

16 2. The method of claim 1, wherein said computer network is the global
17 Internet.

18 3. The method of claim 1, wherein said computer network is an intranet.

19 4. The method of claim 1, wherein said computer network is an extranet.

20 5. The method of claim 2, further comprising the steps of:

- 21 (8) grouping said subset of pages and said additional information to
22 form a report; and
23 (9) obtaining contact information for said report.
24

6. The method of claim 2, further comprising the step of:

- (8) grouping said subset of pages and said additional information to form a report;
- (9) obtaining a score for each document of said subset of pages; and
- (10) generating said report listing said scores of each of said subset of pages.

7. The method of claim 6, wherein step (9) comprises the steps of:

- (a) parsing the content of said pages in said subset with predetermined categories;
- (b) compiling statistics from said pages;
- (c) storing said statistics; and
- (d) analyzing said statistics by combining said statistics, said pages and said additional information.

8. The method of claim 7, further comprising the steps of:
performing steps (a)-(d) for a plurality of entities.

9. A system for developing and interpreting e-commerce metrics of an entity, comprising:

a downloader for searching a computer network, wherein said computer network contains pages;

a page processing module for receiving said pages downloaded from said search of said computer network, said page processing module forming a list of pages;

an archive for storing said pages from each of said list, said pages being downloaded to said archive by said page processing module; and

10 a database for allowing said page processing module to perform queries of
11 said pages from said each of said list of pages, stored on said archive, in order to
12 produce a report;

13 whereby said report is utilized to aid an entity in doing business over said
14 computer network.

1 10. The system of claim 9, wherein said computer network is the global
2 Internet.

1 11. The system of claim 9, wherein said computer network is an intranet.

12. The system of claim 9, wherein said computer network is an extranet.

13. The system of claim 10, further comprising:
a plurality of Web clients that provides a graphical user interface for a user
to enter search criteria and communicate with said downloader, thereby controlling
said page processing module.

14. A computer program product comprising a computer usable medium
having computer readable program code means embodied in said medium for
causing an application program to execute on a computer that develops and
interprets e-commerce metrics of an entity, said computer readable program code
means comprising:

first computer readable program code means for causing the computer to
collect pages that are commonly transmitted over a computer network;

second computer readable program code means for causing the computer
to collect external data;

third computer readable program code means for causing the computer to
receive a list of predetermined, entity-specific criteria;

fourth computer readable program code means for causing the computer to receive a list of rules, wherein a rule is composed of at least one of said criteria;

fifth computer readable program code means for causing the computer to determine whether each of said pages satisfies each of said list of rules therefore obtaining a subset of said pages;

sixth computer readable program code means for causing the computer to obtain additional information on each of said subset; and

seventh computer readable program code means for causing the computer to generate a report wherein said report can be used to list of predetermined, entity-specific criteria;

whereby said report is utilized to aid an entity in doing business over said computer network.

15. The computer program product of claim 14, wherein said computer network is the global Internet.

16. The computer program product of claim 15, further comprising:

eighth computer readable program code means for causing the computer to group said subset of pages and said additional information to form a report; and

ninth computer readable program code means for causing the computer to obtain contact information for said report.

17. The computer program product of claim 15, further comprising:

eighth computer readable program code means for causing the computer to group said subset of pages and said additional information to form a report;

ninth computer readable program code means for causing the computer to obtain a score for each pages of said subset of pages; and

tenth computer readable program code means for causing the computer to generate said report listing said scores of each said subset of pages.

1 18. The computer program product of claim 17, wherein said ninth computer
2 readable program code means comprises:

3 eighth computer readable program code means for causing the computer
4 to parse the content of said pages in said subset with predetermined categories;

5 ninth computer readable program code means for causing the computer to
6 compile statistics from said pages;

7 tenth computer readable program code means for causing the computer to
8 store said statistics; and

9 eleventh computer readable program code means for causing the computer
10 to analyze said statistics by combining said statistics, said pages and said
11 additional information.

12 19. The computer program product of claim 18, further comprising:

13 twelfth computer readable program code means for causing the computer
14 to perform steps (b)-(d) on a plurality of entities.